

ECOLOGICAL MARKETING AS THE COMPONENT OF EFFICIENT LAND TENURE FORMATION

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The article reveals the problem of ecological marketing formation at the background of steady development of the region concept realization. Targets of state ecological policy are analyzed, monitoring of the state of Cherkassy region land tenure ecological situation is accomplished.

Realization of transformation processes in the national economy requires socio-economic transformations in the villages, it is directed towards realization of the strategy of steady development of regions, one of the priority directions of which is the solution of ecological problems and formation of the concept of ecological marketing.

Problems of ecological marketing at the background of steady development concept were presented in the papers of M.Bublyk, S.Ilyashenko, L.Melnyk, I.Petrun, V.Sabadash, V.Shevchuk, V.Yarema etc. However, the problem of complex application of economic, social, and ecological priorities, the use of ecological marketing instruments in practical activity if enterprises requires further research.

The aim of the article is summing up of scientific achievements, results of ecological monitoring and motivation of suggestions, considering the development of concept of ecological marketing of land tenure.

Research procedure. Necessity of practical realization of steady development of regions concept requires assessment of socio-economic situation and substantial research of ecological problems. The methods used in the process of research are: discrete-logical, dialectical, statistical-economic and diagrammatic.

Results of the research. Domestic experience of the use of ecological marketing is directed primarily towards positioning of goods with ecological characteristics, advertising of organic products. Concept of ecological marketing should provide and include activity of formation of ecological demands, accomplishment of monitoring of ecological situation, ecologization of nature management, formation of priority attitude to production and advancement of organic products.

Relative novelty of ecological marketing predetermines the lack of marketings research directed towards this sphere of activity, as well as methods, instruments etc.

Major obstacle of the use of ecological marketing in realization of concept of steady development of domestic enterprises is the low level of the information support both on regional and on national levels.

In order to improve information support on all the administrative levels there was passed the law "Of main principles (strategy) of national policy of Ukraine by

the year 2020". One of the main strategic aims of national ecological policy is directed towards the increase of public ecological consciousness. The targets of this sphere are [1]:

- establishment of national environmental protection information system;
- extension of the share of ecologically significant information and social advertising of ecological security;
- constant assistance to development of information centers, local authority bodies running environmental protection issues;
- establishment by the year 2015 of the national system of Internet resources considering ecology issues; national system of natural resources inventory, emission survey, formation of the system of ecological information management correspondent to European Council standards;
- accomplishment by the year 2020 of Support of the projects of public ecological organizations program, increase of its financing;
- working out and realization by the year 2015 of the Strategy of education in the interests of steady development;
- establishment by the year 2015 of the system of ecological education and extension courses for public servants responsible for the issues of environmental protection;
- working out by the year 2015 of the organization mechanism of local, regional and national levels for active participation of the citizens in the process of ecological education and education in the interests of steady development;
- application by the year 2015 of the mechanism of public access to ecological information and participation in taking decisions in accordance with the principles of Aarhus convention;
- by the year 2015 making the conditions for carrying out public expert examination of executive agencies activity, carrying out public control concerning the issues of environmental protection.

Thus, conduct of situational analysis of ecological state of environment is carried out on the basis of ecological monitoring which presents information about the change of all economic indices characterizing the state of ecosystem during certain period of observation.

Soil is the most considerable part of production potential of agrarian enterprises. Combination of quality characteristics of soil with climatic conditions makes basis for selection of crops, determination of specialization of the enterprise. However, one should remember that soil is a natural absorbent and neutralizer of various chemical agents. For that matter rational use and improvement of soil fertility is the necessary condition of upgrade of agricultural goods production, guarantee of steady development of the region.

Due to information of Main office of State Committee of Land at the beginning of 2011 available land made up 2.1 million hectares, 69% of it belongs to agricultural land. In order to increase productivity of soil in 2011 agricultural enterprises of Cherkassy region applied 85.7 thousand tons of fertilizers, 69% of them – nitric fertilizers, 15% – phosphoric, including phosphate meal, 16% – potash fertilizers. 82% of all the acreage under crops was fertilized.

Applying of fertilizers and organic manure per 1 hectare of acreage under crops during 1990-2011 period shows the tendency to decrease (table 1).

1. Applying of fertilizers and organic manure by agricultural enterprises of Cherkassy region per 1 hectare of acreage under crops

Crops	Fertilizers, kg					Organic manure, kg				
	1990	2008	2009	2010	2011	1990	2008	2009	2010	2011
applied for acreage under crops	158	81	64	83	90	10,6	1,1	1,1	1,2	1,2
including cereals (minus corn)	132	71	60	79	82	1,7	0,3	0,3	0,5	0,5
wheat	192	87	83	97	97	2,5	0,4	0,4	0,5	0,5
corn for seed	206	108	84	107	118	5,5	2,2	1,8	1,8	1,6
sugar beet	372	255	144	254	244	54	8	8,7	7,2	6,6
sunflower	158	50	49	58	66	3,2	1,2	0,8	1	0,8
potatoes	188	238	202	261	205	50	16	4,4	3,2	37,9
vegetables	153	142	105	157	103	31	3,8	1,5	2,6	1
corn for silo and green fodder	133	43	35	48	70	6,3	3,3	4,6	4,7	3,3

For instance, from 1990 till 2011 applying of fertilizers per 1 hectare of sugar beet decreased 1.5 times, cereals (minus corn) – 1.6 times, feed crops – 2.3 times, sunflower – 2.4 times. In 2011 applying of fertilizers increased 8% in comparison with 2010.

Applying of organic manure per 1 hectare of acreage under crops decreased from 10.6 tons in 1990 to 1.2 tons in 2011, or nine-fold. Organic manure was applied on 34.2 thousand hectares area, which makes up 3.6 of all the acreage under crops.

During 2011 in order to improve the state of soils there was conducted liming on the area of 6.2 thousand hectares, which is 48% less than in 2010. Applying into the soil of calciferous meal and other calciferous materials made up 32.8 thousand tons during 2011, which is 38% less than in 2010. The area of the use of plants protection means made up 699.8 thousand hectares in 2011 in comparison with 605.4 thousand hectares in 2010, including pesticides – 641.7 thousand hectares in 2011 and 537.7 thousand hectares in 2010.

Another important problem is production, decrease of quantity, decrease of toxicity, storage and recycling of waste (table 2).

In 2011 there were recycled 1223.2 thousand tons of waste or 60% from the total amount. Besides, 1.4 thousand tons of waste were used as fuel or in some other ways for energy production. More than 60% of recycled waste belong to enterprises of towns (Cherkassy, Kaniv, Zolotonosha) and regions (Zvenygorodka, Kaniv, Lysyanka, Uman, Cherkassy). Almost 69% of recycled and processed waste products are the waste of agricultural purpose, the majority of them made up by excrements, urea and dung.

2. Main indices of production and treatment of waste products at Cherkassy region enterprises in 2011

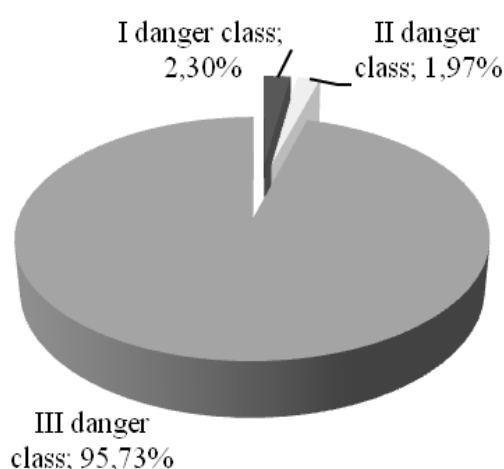
Index	Waste of I-IV danger classes		Including waste I-III danger classes	
	tons	% by 2010	tons	% by 2010
Produced	2037880	133,5	6085	85,9
Recycled, processed	1223229	124,7	110	100
Burnt	5292	52,3	907	45
Including converted into energy	1366	58,2	907	44,4
Burnt on land	3926	50,5	–	–
Removed to special places or objects	234221	92,3	–	–
Availability at the end of the year in special places or objects or at the territory of the enterprise	4318621	103,4	1066	84,6

Accumulation of waste products in special places or objects and at the territory of the enterprises of Cherkassy region in 2012 makes up 4319 thousand tons, 423 tons belonging to the I class of danger, 74 tons – to the II class, 569 tons – to the III class, and 4318 thousand tons – to the IV danger class.

The biggest specific gravity from the point of view of waste material diversity belongs to food waste, processing waste, equipment repairs waste and waste from public services.

Extremely dangerous for the environment are the waste products containing durable organic pollutants (192 tons), prohibited pesticides and agricultural chemistry products that cannot be used with their primary purpose for the reason of loss of their characteristics, expiry date, loss of labeling, blending (424 tons).

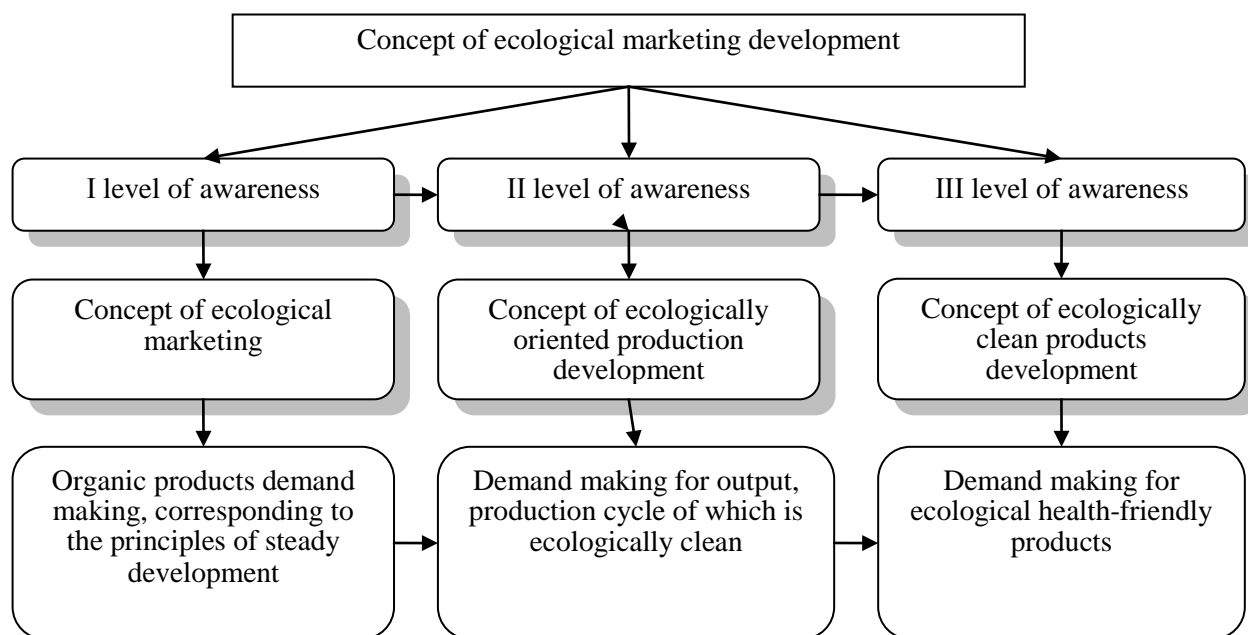
Structure of dangerous waste in special places or objects and at the territory of the enterprises in danger classes is presented in scheme 1.



Scheme 1. Structure of dangerous waste in special places or objects and at the territory of the enterprises in danger classes, 2005-2011 average, %

The results of carrying out of the monitoring of environmental ecological situation confirm the presence of destructive processes in agricultural land tenure, besides processes of development of erosion, dehumification of the soil covering, increase of content of pesticides, heavy metals, radionuclides, compositions, increase of number of areas of sour and salty soils, imbalance of nutriments, which results in worsening of quality of products and influences negatively people's health and environment.

Formation of rational system of land tenure is carried out at the basis of development of ecological marketing concept, securing compliance of economic standards and requirements at all the stages of production cycle (scheme 2).



Scheme 2. Concept of ecological marketing development of the region

There are several impediments in the process of formation of nature management rational system, ecological security system, practical use of ecological marketing instruments, such as: imperfection of regulatory and legal framework; lack of understanding of ecological needs; absence of proper financing; absence of proper level of information support; lack of consistency of acts of local authorities and economic entities; irresponsibility of chief executive officers; absence of state programs of agrarian enterprises ecological activity encouragement; underestimation of ecological marketing instruments of land tenure.

Conclusions. Thus, development and realization of ecological marketing actions are carried out at the basis of ecological situation of land tenure monitoring, situational analysis of market resources and strong and weak points of activity of the enterprises. Under conditions of strategies of steady development of regions formation the main objective of ecological marketing appears establishment and development of ecologically clean goods market with the purpose to harmonize contradictions between socio-economic development and preservation of environment.

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Экологический маркетинг как составляющая формирования рационального землепользования.

Реализация трансформационных процессов в национальной экономике требует социально-экономических преобразований на селе, ориентированных на реализацию стратегии устойчивого развития регионов, одним из приоритетных направлений которой есть решение экологических проблем и формирование концепции экологического маркетинга. Целью статьи является обобщение научных достижений, результатов экологического мониторинга и обоснования предложений по развитию концепции экологического маркетинга землепользования.

Практическая реализация концепции устойчивого развития регионов требует объективной оценки социально-экономической ситуации исследования экологических проблем. При написании статьи использовались абстрактно-логический, диалектический, статистико-экономический и графический методы исследования.

Результаты проведения мониторинга экологической ситуации окружающей среды подтверждают деструктивные процессы в сельскохозяйственном землепользовании. Препятствиями на пути формирования рациональной системы землепользования, практического использования инструментов экологического маркетинга, является: несовершенство нормативно-правовых актов, несформированность экологических потребностей, отсутствие необходимых объемов финансирования, отсутствие надлежащего уровня информационного обеспечения, несогласованность действий региональных органов власти и субъектов ведения хозяйства, безответственность руководителей предприятий, отсутствие государственных программ

стимулирования экологической деятельности аграрных предприятий, недооценка маркетинговых инструментов экологизации землепользования.

Таким образом, разработка и реализация мероприятий экологического маркетинга осуществляется на основе мониторинга экологической ситуации, ситуационного анализа рыночных возможностей и угроз, сильных и слабых сторон деятельности предприятий. В условиях реализации стратегий устойчивого развития предприятия региона страны главным заданием экологического маркетинга есть формирование и развитие рынка экологических товаров с целью гармонизации противоречий социально-экономического развития с сохранением и улучшением качества окружающей среды.

Ключевые слова: экологический маркетинг, экологическая ситуация, концепция устойчивого развития, мониторинг экологического состояния землепользования.

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Environmental marketing as a part of the formation of rational land use

Implementation of the transformation processes in the national economy requires a socio-economic transformation of rural-oriented implementation of the strategy for sustainable development of the regions, a priority of which is the solution of environmental problems and the formation of the concept of environmental marketing. The purpose of the article is to summarize the scientific achievements of the results of environmental monitoring and study proposals for the development of the concept of environmental marketing land.

Practical implementation of the concept of sustainable development of the regions requires an objective assessment of the socio-economic situation of the study of environmental problems. During writing the article the abstract and logical, dialectical, statistical, economic, and graphical methods were used.

The results of the monitoring of the environmental situation confirms the destructive processes in the agricultural land use. Obstacles to the formation of rational system of land use, the practical use of environmental marketing tools are: inadequate regulations, aborted environmental needs, the lack of adequate funding, the lack of an adequate level of information provision, lack of coordination between regional authorities and business entities, business leaders irresponsibility, the absence of government stimulus programs of environmental performance of agricultural enterprises, underestimation of marketing tools of greening of land use.

Thus, the development and implementation of measures of environmental marketing is based on the monitoring of the environmental situation, a situation analysis of market opportunities and threats, strengths and weaknesses of the enterprise. With the implementation of strategies for sustainable development of enterprises in the region of the country the main tasks of environmental marketing is the formation and development of the market for environmental goods in order to harmonize the contradictions of social and economic development with the preservation and improvement of environmental quality.

Keywords: *environmental marketing, environmental situation, the concept of sustainable development, environmental monitoring of land use.*